

😊 Crutie notes

Every company out there at some point bumps into the problem of hiring. Normally founders devote to hiring their friends or simply post/browse through Job postings. These methods reward companies with ultra expensive cost of hire and poor candidate fit. As the result, numerous software solutions evolved: Job Aggregators, Testing&Assignment, AI automations, Application tracking systems, Video Interviewing, Human Capital Management Software, CRM's and many more. Now companies are able to find, assess, interview, manage hire pipeline and manage people using various software solutions.

However, despite having software which aim to improve the hiring process cost of hire is still fluctuating at around \$4000 in US alone. Moreover, solutions which aim to evaluate current employees are rarely compatible potential candidates. As the result nowadays it is increasingly costly, time consuming and hard to find the proper fit for the vacancy and the team,

This is where crutie steps up, just spend 5 minutes in setting up requirements for the candidate and select desired traits of the future star employee. Crutie will go though 90% CV's in the designated area. According to specified search Crutie will analyze CV's and provide preliminary report with a relevance score. Within 7 days the system will get back to you with completed interviews and psychological portrait of candidates sorted according to the relevance. Just pick the right time for in-person interview and congratulations your quality of hire is unprecedented and cost of hire is as low as it can get!

F6S - About

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This is where crutie steps up, just spend 5 minutes in setting up requirements for the candidate and select desired traits of the future star employee. Crutie will go through 90% CV's in the designated area, analyze them , carry out interviews, testing and will get back to you with the perfect match for your team.

Applications:

1. Please add a brief description of your startup.



2. We keep a couple of simple things in mind: clean coding, user experience and AI. Taking into account these rules we've created a simple yet technologically advanced system which does the following: browses the web gathering millions of CVs across desired locations, analyses the information, compares the results to the requested candidate for the vacancy. In case a certain degree of relevance is present, crutie contacts the candidate with information about the company and vacancy. Crutie also offers the candidate to complete testing which is appropriate to the sphere and rank of the vacancy. As a result, recruiter imports information about the vacancy from their current system and within 7 days he gets a list of relevant candidates who have been on-boarded to the company.



1. Our main goal is to improve the quality of hire while decreasing the cost of hire. Nowadays businesses spend an excessive amount of funds on candidate

sourcing and onboarding. We have AI in our mobile phones which can answer almost any generic question, our news feeds in social networking are sorted according to desired relevance, eCommerce stores chase us around the web offering personalised products, VR products use native motions to onboard you to the system so you don't have to learn it. Why? Why do founders and recruiters have to spend hours browsing candidates and judge by what has been written by the candidate, why do they need to make notes, conduct 100s of interviews to get the perfect guy onboard. Crutie is aimed to use all modern technologies to simplify the life of businesses.

2. **Please describe the current situation of your Startup**
3. Currently, we've buckled up and we build the system. We have a prototype and beta version coming early March. We are now talking to various local companies to conduct beta testing and get enough inside data to make sure we provide the only necessary functionality.

4.

5. Why do you think your Project is Innovative?

6. HR-related software is split into various categories which include: Job boards, Recruitment CRM's, AI and Automation, Applicant tracking systems, testing/interviewing software and human capital management. We understand that the probability of us replacing the current systems in the short term is low so we are adapting to the current landscape. Crutie is going to encompass the most vital features of job boards, testing and interviewing and AI modules out there while preserving the compatibility with CRM's, HCM's and all big modules which lie in modern recruitment pipeline.

It is vital that preserve as much valuable time as we can because the cost of hire consists not of only software prices but the time to hunt, review and onboard the candidate. Crutie should be able to get enough information to start hunting within 5 minutes. Just paste the existing job board link and the system will start browsing millions of CV's and get back with relevant results. Yes, the system will conduct preliminary interviews with candidates and will tell the candidate more about your company. You have to pay only when you want to contact the relevant candidate.

What is your value proposal?

1. Average hunt price of an accepted candidate varies between 10 -100% of monthly salary of a candidate. Crutie will lower the costs by ten times guaranteed while preserving hiring consistency and non-bias.

Background

- 1. Why did you start this company? What excited you about the opportunity?**
2. As founders, we've always spent too much valuable time to hire the needed person, when we needed the person asap it decreased the quality of hire.
- 3. Describe the problem you're solving:**
4. We are eager to provide a tool which will cost less than a job board posting while being able to increase hire quality and decrease hire time.
- 5. How do you solve this problem?**
6. We keep a couple of simple things in mind: clean coding, user experience and AI. Taking into account these rules we've created a simple yet technologically advanced system which does the following: browses the web gathering millions of CVs across desired locations, analyses the information, compares the results to the requested candidate for the vacancy. In case a certain degree of relevance is present, Crutie contacts the candidate with information about the company and vacancy. Crutie also offers the candidate to complete testing which is appropriate to the sphere and rank of the vacancy. As a result, recruiter imports information about the vacancy from their current system and within 7 days he gets a list of relevant candidates who have been on-boarded to the company.

Customers

- 1. Who cares about this product and why? Who is your customer?**
2. Depending on the sphere of business staff turnover rate may fluctuate, however, every growing company and SMB's spend a significant amount of funds on the hunt, hire and onboarding. Mistake price is often unbearable, depending on the jurisdiction it can be 1-month salary to 1 annual salary.

Recruiters, company owners are our target customers. We've conducted alpha tests with a recruitment company back in 2017. We are now building a beta waiting list from local Ukrainian companies that hire at least 10 people per month.

- 1. How many customer/users do you currently have?**
2. Product is still in development phrase
- 3. What is your market size?**
4. Recruitment software market size is estimated to be \$2B, Crutie currently targets the "Hunt" market which is yet to be calculated. Depending on CAC per country and cost of goods in each of those, we are going to decide what would be our target market share per country.

Team

- 1. Tell us about the founding team.**
- We've been working together for more than 4 years, we've completed more than 20 outsourcing projects together. We have 4 founders with 20% equity split, 20% are devoted towards fundraising.
- 3. Who else is on the team?**
- The team consists of 2 backend developers, CTO acts as an architect, designer, one frontend developer.

Competition / Alternatives

- 1. Who are your competitors and how are you different?**
- There are different types of competitive companies out there, we can separate them into categories:

Traction

- 1. What's your traction? What progress have you made?**
- We've finally mapped out our onboarding process and technologically solved registration friction. We are now in the process of talking to future beta clients. We plan to release the beta in March 2020.
- 3. Are you revenue generating?**
- We have not yet launched. The business model is Cost per lead, where the user pays only for getting personal contacts of the person that is intended to be invited for the interview.

Next

- 1. What's next?**
- We are going to launch the beta version in March 2020, work with clients to improve the service before mapping out a launching strategy and its location.

Finally

- 1. How can we help you?**
- We want to tap into your ecosystem to get clients, insights from companies and surely pursue the opportunity of raising the seed round.

Welcome to Startupbootcamp!

Team

1. Founders
2. 4
3. Company Background

4. We've been working together for more than 5 years already, we've started as a small outsourcing firm in Ukraine. We understood that we needed to have a product department so we solve some real problems using an immense pool of technical knowledge we possess. We've identified a problem we occasionally were fighting with. Why does recruitment have to be so resource intensive?
 5. Please list each founder's name, position, email, and a quick background
 6. Nick Lisin, CEO, nl@crutie.com, Studied at Kyiv Institute of International relations, been a COO of 2 projects for more than 3 years.
 - 7.
 8. Max Lisin, CPO, ml@crutie.com, San Diego state university, CPO of 2 projects for more than 3 years
 - 9.
 10. Herman Tiutiunyk, CTO, ht@crutie.com, Polytechnic institute Kiev, CTO of 2 projects for more than 3 years. Architect of more than 20 projects.
 - 11.
 12. Georgiy Lifanov, Business Developer, Sussex University, been a CEO of 2 projects for more than 3 years. Project manager of more than 15 projects.
 13. How many total team members does your company have?
 14. 9
 15. How many total team members will join the full 3-month program?
 16. 2
 17. How many total engineers does your company have?
 18. 4
 19. Previous Collaboration
 20. Yes
- Product
1. Area/Industry of your Solution
 2. AI, Data & Behavioral Analytics
 3. Product
 4. Pain: companies spend an excessive amount of resources to hunt, hire and onboard their employees. Currently, there are up to 9 different software categories they may use. As a result, the recruitment pipeline is slow and inefficient and as a consequence - expensive.
 - 5.
 6. Crutie: a simple easy to setup software which automates the most resource-consuming parts of the recruitment pipeline. Spend 5 minutes setting up the requirements and Crutie will: analyse data Using AI, find candidates, carry out

preliminary interview and onboarding. The client only pays for the contact information of a lead.

7. Market

8. Recruitment software market size is estimated to be \$2B, Crutie currently targets the "Hunt" market which is yet to be calculated. Market growth is set to be 7% per annum. Our target customers are startups and SMB's who are not willing to spend national average cost per hire or willing to optimise their recruitment pipeline.

9.

10. Our main competitors are testing, assessment, video software, and job board postings. We are engineering the product to be compatible with current "default" solutions HRM's, CRM's and recruitment pipeline software.

11. Competitive Advantage

12. Crutie should be able to get enough information to start hunting within 5 minutes. Just paste the existing job board link and the system will start browsing millions of CV's and get back with relevant results. Yes, the system will conduct preliminary interviews with candidates and will tell the candidate more about your company. You have to pay only when you want to contact the candidate.

13.

14. Our difference is that we are using the latest tech to precisely improve the most resourceful part of the recruitment pipeline. AI data set, candidate database is vital parts to stay ahead of competition.

15. Technology

16. Technology stack is: .net, NodeJS,VUE, Kubernetes, HTML. Crutie is entirely build using the micro-service infrastructure. This will allow us to expand our features effortlessly and have 99% uptime. Candidate parsers are built for each data resource separately. AI module is OpenAI derived. The psychological testing is developed in the institute of psychology.

17. Revenue Model

18. SaaS (Users pay for software, often freemium)

19. Product milestone

20. Prototype

Company

1. How much total external funding has your company raised to date?

2. What is the equity breakdown of your company?

3. Each co-founder holds 20%. The remaining 20% are investor reserved.

4. What is the average monthly revenue of your company?

5. What are the average monthly expenses of your company?

6. €7500
7. Future Fundraising
8. Yes
9. Presentation

10. Crutie.pdf [Download](#)

A few final questions

1. FastTrack or Office Hours?
2. No
3. How did you hear about Startupbootcamp?
4. Search

Company Information

1. **One line pitch**
2. Crutie is a recruiting software for startups and SMB's which increases the quality of hire while lowering the cost, using AI and Automation.
3. **Website**
4. crutie.com
5. **Stage**
6. Prototype
7. **Incorporation**
8. Not yet.
9. **Start date?**
10. Sep 1, 2019
11. **Investment to-date?**
12. \$40000
13. **Revenues (last 12 months)?**

Business Summary

1. The Problem?

1. The biggest problem we identify on the market is the imbalance between the cost of hire and quality of hire, where one has to be compromised for the other. The problem in recruiting encompasses inefficiency, inconsistency and low standardization.
- 2.
3. Crutie is aimed to use the most advanced technologies to automate one of the most resource-consuming tasks in the recruitment pipeline - hunt, preliminary analysis and candidate sorting.
- 4.

5. **Whose Problem?**
6. The problem is typical for Startups and SMB's. Currently, companies have to spend extensive resources to seek their next star employee. Moreover, research states that just over 8% of hires are coming from sourced hires, while sourced candidates are the most relevant because only 22% of sourced candidates being underqualified, in contrast, applied candidates percentage is 51. Currently, the process is job aggregators, CRM's, Applicant tracking, testing & assessment - interview and HCM.

7. An important problem?

- 8.
9. On average now companies spend 32-41 days to make a successful hire. Resource intensity is breathtaking, By the time someone is hired over 90 candidates are reviewed. Modern-day technologies are inevitably going to be used to provide optimisation. We want to be that exact company which is going to be a trailblazer in the sphere by bringing relevance, standardization and simplicity. With these traits, we are going to save candidates and recruiters time while saving days and thousands for clients.

10. Your solution?

11.

12. Crutie is an online smart recruiting tool which intakes the desired candidate properties and comes back with AI screened, preliminary interviewed and on-boarded candidate list sorted according to the relevance. The service has to be easy to set up and easy to generate reports.

13.

14. By saving valuable time of recruiters, saving costs on a set of software, Crutie is optimising the recruitment pipeline and saves resources to the company while increasing the speed of hire while standardising quality.

15.

16. Business model?

17. CPL is the business model crutie utilises. This implies that the user has to pay only to contact the desired candidate which was already, screened, interviewed and on-boarded. Such a business model is chosen to minimise projects cost per sale. SaaS model is considered to be a paywall despite trial period. Moreover, startups and SMB's can seek candidates periodically which votes against SaaS.

18.

19. Opportunity?

20. Recruitment software market size is estimated to be \$2B, Crutie currently targets the "Hunt" market which is yet to be calculated. Inefficiencies are present in the

majority of companies they overspend resources required to make a quality hire. We aim to capture 3% of the job postings market within the first year in a country we are going to launch. It is an international business however, it has to be localized to the desired region before launch.

21. Competition?

22.

23. The problem is solved by a combination of Job Aggregators, Recruitment CRM's, Applicant tracking systems, Testing and interviewing, human capital management software and more. Companies like Textio, Yello, Indeed, BreezyHR, Spark hire, and BambooHR are providing a wide range of services which aim to improve quality of hire.

24.

25. Crutie is working towards bringing quality and the speed of hire while lowering the costs. We are optimizing current processes and become compatible to current solutions.

26.

27. Why?

28. As founders, we understand the pain when it comes to sourcing and hiring, we see the pain of other businesses and want to provide the best solution we can develop. The project is considered to be big and longterm. Easier business models, sales funnels, results, analytics is what we strive for, if something becomes easy after being hard, we believe it was made successfully. We are currently founders of outsourcing company so we understand what is it like to struggle.

29. What?

30. We want to tap into your ecosystem to get clients, insights from companies and surely pursue the opportunity of raising the seed round.

Team

1. **How many employees/team members do you have? How many are full-time? How many are part-time?**

2. 9 people are working hard full-time

3. **Who?**

4. CTO and CEO will be present on site. Our team consists of four engineers, four founders and a designer.

5.

6. Our backend is a masterpiece, two of our engineers are working hard to implement the latest technologies which will be easily scalable and will have 99%

uptime. Our frontend is working really hard with the designer to make sure the experience is smooth.

- 7.
8. Our Designer is aiming to create a super easy onboarding to make sure companies spend less than 5 minutes to get started.
- 9.
10. CPO is ensuring quality assurance and manages micro-moments in user experience to ensure we have low initial dropout rate
- 11.
12. Our business developer is working hard to gather beta testers and interviews companies to make sure we create just the needed set of functions.
13. **Why you?**



14. As every founder should be, i am fully dedicated to the Cruties success. We are fully aware of the problem and are ready willing and able to solve it using the latest tech out there. As an outsourcing company CTO, I am always ready to do sprint by sprint to make sure the goal is achieved. I am eager to spend 10 weeks to improve Crutie among professionals.
- 15.
16. After five years of outsourcing, I can not be motivated more to make Crutie a successful startup. I am here to make sure that the startup never suffices technology, to ensure 99% uptime and deployment as to agreed roadmap.
- 17.
18. We are willing to join Fledge to make sure we are building useful features for western markets, especially the US. We need beta customers and access to venture capital which will enable our company to launch according to our vision and bring incredible value to the shareholders and our beloved clients.



19. I've been running our company for five years, during these times we had almost everything you can imagine. Cash gaps, roadmap delays, clients did not pay, people got demotivated, clients were super happy, our referral rate got to 80%, our office space got flooded, we had to do 48-hour non-sleep sprints. Long story

short we had ups and downs to understand what it takes to run a business and work with a different type of employees and clients.

20.

21. We want to bring value to fledge by boosting Crutie using your existing ecosystem. We require a lot of tools to get where we want to be. We want to tap into your network of businesses and talk to as many HR and recruiters as we can. We want to carry out beta testing with them and make sure they convert once we are live. If we can achieve that then we will have dominant chances to raise the seed round with fair valuation.

Elevator 300 chars

Crutie is an innovative hunt and recruitment tool for startups and SMBs. We utilize AI and latest psychological tests to hunt, interview, analyze and sort candidates according to the relevance against the vacancy. Such approach lowers hire time and increases hire quality while lowering costs.

Ycombinator Stuff

1. us about your product
2. Creating Crutie - a recruitment software using AI and automation to streamline the "hunt" and assessment of the candidate.
- 3.
4. Currently, there is a wide variety of instruments that allow companies to improve their recruitment pipeline. However, we understand that despite having a lot of software which makes the process easier the biggest problem is not yet optimised - candidate hunt. Crutie utilises modern technologies to automate candidate hunt, assessment, preliminary interview and onboarding.
- 5.
6. Idea: Modern solutions such as ATS, HRM software, Job Boards are doing their job great, however the most efficient way of sourcing and assessing candidates is not yet fully utilized - AI.
- 7.
8. Problem:
- 9.

10. Inconsistency - depending on the level of the need of the candidate, its position there is a low level of standardisation.
- 11.
12. Cost - the average cost of hire varies from 1x monthly salary to 4000 USD per person. Startups and SMB's ending up spending too many valuable resources for small hires.
- 13.
14. Quality - to gather the best offer on the market companies spend enormous resources, often to prevent opportunity loss, they sacrifice quality over speed.
- 15.
16. Speed - there is always a choice of speed over quality or quality over speed. Current solutions do not provide enough level of automation to significantly bring those closer together.
- 17.
- 18.
19. Solution: Online service which automates the most resourceful areas:
- 20.
21. Hunt - a set of parsers to gather the most up to date candidates.
- 22.
23. AI module - analysis of the vacancy and every possible candidate match.
- 24.
25. Assessment - a standardised set of tests which relies upon the position and seniority of it.
- 26.
27. Preliminary onboarding & reporting.
- 28.
29. 15 minutes setup time
- 30.
31. Target Market - Startups and SMB's
- 32.
33. Business model: Cost per lead. The companies have to pay only per relevant candidate that is likely to fit into their vacancy.
34. Please enter the url of a 1 minute unlisted (not private) YouTube or Vimeo video introducing the product.
35. What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?
36. Crutie is made to be a trailblazer in smart recruiting. Currently, companies, browse through job boards, import leads into applicant tracking systems, use

testing software and finally input the hires into the HRM making the recruitment pipeline large and inefficient. We want to complement the standard system by automating the most resourceful areas, hunt, preliminary interview and testing. Using Crutie the recruiter should be able to set up the desired search in 15 minutes and the next step is reviewing candidates which are sorted according to the relevance.

37. How long have the founders known one another? Do you / your founders have domain expertise in the area? How do you know people need what you're making?
38. We've been working together for more than 4 years, we've completed more than 20 outsourcing projects together. We have deep experience in automation and web services development. We feel the problem every month, whenever we need to make a hire, it is too resourceful. We have preliminary negotiations with local companies to run a beta test. We've talked to a wide variety of industry specialising and received a lot of support and technical suspicion. We've worked hard to resolve technical difficulties.
39. Who are your competitors, and who might become competitors? Who do you fear most?
40. Companies like Textio, Yello, Indeed, BreezyHR, Spark hire, and BambooHR is providing a wide range of services which aim to improve quality of hire. These companies are working hard to make an ecosystem where they would become ultimate all in one tool. We believe we should be compatible with current solutions while focusing and making innovation in our key target area - recruitment.
41. What do you understand about your business that other companies in it just don't get?
42. SMB's and Startups are not ready to purchase xxxx\$ software nor they are ready to pay xxx\$ per months for a saas product which is built to optimise high load recruitment processes. They require occasional candidate sourcing and. assessment.
43. How do or will you make money? How much could you make? (We realize you can't know precisely, but give your best estimate.)
44. The project has to be localised to corresponding markets so it is hard to make estimations. The current global HR software market is estimated to be \$2B. We aim to capture the 1-3% market share per country we operate in. The ultimate goal is to become cashflow positive despite the expansion of new markets. The project has a high potential for the exit.
- 45.

46. We charge our customers only for the reviewed candidate if they consider the candidate to be a fit they purchase the contact details of a person.
47. If you've already started working on it, how long have you been working?
48. We were planning to pursue the startup in 2017, however the costs of building a viable AI was unbearable for us at a time. Currently, there is a lot of technologies we can use and funds we can spend on the development.
- 49.
50. We've started working on the project fulltime in September 2019.
51. How far along are you? Do you have a beta yet? If not, when will you? Are you launched? If so, how many users do you have? Do you have revenue? If so, how much? If you're launched, what is your monthly growth rate (in users or revenue or both)?
52. We are now working to release the beta in mid-march. The beta will utilize 80% of core functionality that is needed for the release. Currently, we are in the process of gathering beta testers for the platform.
53. If you have an online demo, what's the url? (Please don't password protect it; just use an obscure url.)
54. Not yet, however you can have a look in our company profile, video demo of the prototype
55. How will you get users?
56. A B2B sale is a way to go. There are a lot of things we need to consider, but the most important factor is the cost per sale. To minimise it, we've created a custom onboarding experience to minimise friction. We choose the business model which will impose minimum liabilities for our clients. Surely we are going to use all known marketing methods, however, during the initial phase, we are sourcing clients using LinkedIn and reach out via connections and emails. Importantly, at this stage, we are focusing on customer experience to gain high NPS.
57. For each founder, please list: age; year of graduation, school, degree and subject for each degree; employer and title (if any) at last job before this startup. Put unfinished degrees in parens.



58. 25 years old. Graduated 2016 from ntuu kpi, masters degree - engineering, bachelors degree - engineering



59. 27 years old, Graduated 2014, KIMO, International relations and business management - Management subject, British international school Kiev.
60. Which Founders will be located physically in Minsk during the entire period of the program.



61. Herman - partially present for technical program blocks.



1. Nick - fully present
2. Where is your company incorporated?
3. Kyiv, Ukraine. However, prior to the launch, we are considering forming a Delaware c corp.
4. Describe your Intellectual Property and Legal Status?
5. We are going to file for Trademark before the launch.
6. Please tell us about the Founder's share holdings
7. 40% each with 20% allocated towards seed round raise.
8. Who has invested in your Team or Company?
9. Please write your startup company title, location, registration form, date founded, social media, links, web-site.
10. Crutie LLC, Kiev, Ukraine, 03/09/19,
11. www.linkedin.com/company/crutie-recruitment/
12. crutie.com
13. Why do you need TechMinsk Accelerator Program? What goals you would like to achieve together?
14. At this point, we require - minor capital to assemble the sales team. Potential partnerships with businesses and expertise verification. We would like to launch mid-program to graduate with income so we can have a successful seed raise.
15. Where did you know about TechMinsk Call for Applications?
16. Word of Mouth